

Ad Astra



Per Aspera

Kansas Department of Health And Environment

Kansas Newspaper Clips Report - June 2008

Total Tobacco Clips:141

Total PAN Clips: 139

Coverage Characteristics

Type

Hard News	97	68.79%
Editorial	44	31.21%
Letter To Editor	0	0.00%
Editorial Cartoon	0	0.00%
Advice	0	0.00%

Origin Of Story

National	10	7.09%
State	62	43.97%
Local	69	48.94%

Prominence

Front Page	20	14.18%
Editorial Page	44	31.21%
Other	77	54.61%

Scope Of Story

National	29	20.57%
State	69	48.94%
Local	43	30.50%

Clean Indoor Air

Primary	44	31.21%
Secondary	28	19.86%
No	69	48.94%

Opinion Slant of Editorials, Letters

Pro Tobacco	8	5.67%
Anti Tobacco	32	72.73%
Neutral	4	9.09%

Advertising Restrictions

Primary	0	0.00%
Secondary	0	0.00%
No	141	100.00%

Slant

Pro Tobacco	8	5.67%
Anti Tobacco	32	22.70%
Neutral	101	71.63%

Tobacco Control Policy

Economic Disincentives

Primary	0	0.00%
Secondary	8	5.67%
No	133	94.33%

ETS

Primary	2	1.42%
Secondary	48	34.04%
No	91	64.54%

MSA Expenditures

Primary	1	0.71%
Secondary	0	0.00%
No	140	99.29%

Prevalence

Primary	2	1.42%
Secondary	32	22.70%
No	107	75.89%

Youth Access

Primary	4	2.84%
Secondary	28	19.86%
No	109	77.30%

Coalition/Partner Activities

Primary	19	13.48%
Secondary	28	19.86%
No	94	66.67%

Health Consequences Of Tobacco Use

Health Consequences Of Smoking

Primary	1	0.71%
Secondary	88	62.41%
No	52	36.88%

Cessation

Primary	9	6.38%
Secondary	28	19.86%
No	104	73.76%

Health Care Costs

Primary	2	1.42%
Secondary	36	25.53%
No	103	73.05%

Anti-Tobacco Activism

Media Outreach Campaigns

Primary	21	14.89%
Secondary	50	35.46%
No	70	49.65%

PAN - Physical Activity and Nutrition Clips

Total PAN articles:139

Type		Prominence	
Hard News:133	95.68%	Front Page:25	17.99%
Editorial:4	2.88%	Editorial Page:4	2.88%
Letter to Editor:0	0.00%	Other:110	79.14%
Editorial Cartoon:0	0.00%		
Advice:2	1.44%		

Origin of Story		Scope of Story	
National :2	1.44%	National:2	1.44%
State:44	31.65%	State:53	38.13%
Local:93	66.91%	Local:84	60.43%